
Profile

Cynthia

First Name

Ariosta

Last Name

Email Address

Street Address

City

Suite or Apt

State

Postal Code

Mailing Address (if Applicable)

Primary Phone

Alternate Phone

Which Boards would you like to apply for?

Mendocino County Tourism Commission

Foo & Beverage

Which position, seat, or representational category would you prefer?

Availability to Attend Meetings

- ☒ Day Meetings
- ☒ Ukiah Only
- ☒ Other (Please Specify Below)

other locations okay, prefer day and Ukiah

Availability to Attend Meetings (Other)

Interests & Experiences

Special Expertise, Experience, or Interest in This Area?

I believe I can bring a unique perspective having owned and operated and engaged in the restaurant business in Fort Bragg and in Ukiah. I also have varied experience throughout the county having worked in tourism and the arts. Am familiar with the stipulations of the Brown Act, having been a five year member of City of Fort Bragg City Council appointed Fort Bragg Promotion Committee.

[Cynthia_Ariosta_resume2016.doc](#)

Upload a Resume

Upload Additional Supporting Documents

Upload Additional Supporting Documents

Upload Additional Supporting Documents

Question applies to Mendocino County Tourism Commission.

Are you current on the collection and payment of Transient Occupancy Tax (TOT)?

not applicable

Question applies to Mendocino County Tourism Commission, Mendocino County Business Improvement District Advisory Board.

Do you operate or control any lodging rooms for which TOT is not collected, or are otherwise illegal?

not applicable

Question applies to Mendocino County Tourism Commission, Mendocino County Business Improvement District Advisory Board.

Name of all Mendocino County lodging businesses you represented:

not applicable

Question applies to Mendocino County Tourism Commission, Mendocino County Business Improvement District Advisory Board.

Number of rooms per named business:

not applicable

Question applies to Mendocino County Tourism Commission.

Have you or any representative of your business(es) served on the Board of Mendocino County Lodging Association (MCLA), Mendocino County Promotional Alliance (MCPA), Visit Mendocino County (VMC), or any other community board/commission? If yes please include the length of time that you served on the board/commission.

Fort Bragg Promotion Committee, Vice Chair, 2005 - 2010

Certification

Please read the following statements and indicate your acceptance thereof.

I hereby certify that I am a registered voter in the State of California, County of Mendocino, a citizen of the United States, and will be at least 18 years of age at the time of the next election. I am not imprisoned or on parole for the conviction of a felony. I certify under penalty of perjury, under the laws of the State of California, that the information on this application is true and correct. I understand that assuming this public responsibility could result in public knowledge of my background and/or qualifications, including financial interests. Applications will be kept on file for one year.

☒ I Agree *



MENDOCINO COUNTY BOARD OF SUPERVISORS
MENDOCINO COUNTY TOURISM COMMISSION RESUME

Name of Applicant: _____

Education and Credentials: Please provide your education and professional credentials

Work Experience: Please provide your work experience

Special Skills: Please provide your special skills

Key Skills

- Hospitality management
- Front-of-house operations
- Teambuilding, Training & Supervision
- Safety, Sanitation, Quality Control
- Guest Service Excellence
- Marketing and Sales

Education

- BS in Communication
1993, Syracuse University
- Food Safety Management Certification, 2011
- Profit Mastery, West Company, 2011
- Leadership Mendocino, 2015-2016

References

Available Upon Request

Employment History

Owner/Co-General Manager

September 2012 - Present

Saucy Pizzeria, Ukiah, CA

- Conceptualized, funded, incorporated, leased, renovated, supplied, furnished, designed, and currently run a gourmet pizza and craft brew restaurant
- Manage front/back house restaurant operations
- Monthly sale and expense analysis
- Order and inventory controls
- Staff recruitment, interviewing, hiring, training, and performance evaluation
- Ensure the integrity of restaurant operations through excellence in customer relations
- Develop and maintain business relationships throughout the city with big business owners and government officials.
- Marketing and advertising for Saucy Pizzeria; maintenance of www.saucyukiah.com
- Excellent guest satisfaction; 4 Stars / Yelp; 4.5 Stars / TripAdvisor; 4+ Stars / Google
- Press coverage includes: *Via Magazine*, *The North Bay Bohemian*, *Wine Enthusiast*, *The Press Democrat* and more

Co-Owner/Co-General Manager

September 2003 – January 2010

Piaci Pub & Pizzeria, Fort Bragg, California

- Elevated gross sales by 50% over 6 years, increasing sales from \$ 330,000 in 2003 to \$ 682,000 in 2009, and net profit from \$ 55,000 in 2003 to \$178,000 at the end of 2009, achieving record profitability
- Responsible for daily front-of-house operations, including staffing, scheduling, training and supervision
- Implementation and oversight of staffing systems and controls, including guest service guidelines, food and beverage training, as well as designing guidelines for up selling and enhancing check averages.
- Unified front and back-of-house staff to created a cohesive, cooperative team committed to excellent guest service and maximum profitability
- Structured and executed a comprehensive marketing strategy utilizing print and online media; selected placement for all advertising dollars and tracked returns; developed and utilized relationships with innkeepers, restaurateurs, merchants and county tourism staff as a direct way to market the restaurant
- Increased guest satisfaction, resulting in excellent reviews online and in print media, including *Sunset* and *Via Magazines*, and garnering high scores the *2010 Zagat Guide for San Francisco*

Executive Assistant

February 2001 – August 2005

Ricochet Ridge Ranch, Fort Bragg, California

- Responsible for oversight of daily operations of the ranch and management of staff
- Led trail rides and riding vacations, with focus on entertainment, instruction and safety
- Designed vacation packages and responded to inquiries regarding ranch offerings
- Developed positive relationships with local innkeepers and other tourist industry

professionals

- Improved financial efficiency of office and stables and increased productivity of staff

Event Producer, A Red Carpet Affair

October 2009 – May 2010; December 2011 - Present

Mendocino Theatre Company, Mendocino, California

- Responsible for design, development , branding and production of the annual fundraising dinner; venue, food and beverage selection; produced and directed creative component; oversight of graphic design and promotion for the event
- Procured \$ 15,000 in donations, designed gaming component, raffle and live auction; acted as host and auctioneer
- Both events grossed over \$ 20,000 and netted over \$ 11,000 for the theatre, making both events the highest producing fundraising dinner event for MTC to date. Prior events raised a maximum gross of \$ 5,000.

Vice President (Volunteer Position)

May 2005 – April 2010

Fort Bragg Promotion Committee, Fort Bragg, California

- Developed annual marketing strategies, proposed budgets to allocate funds
- Managed contract publicists and marketing specialists
- Led web development projects and participated in Social Media campaigns, leading to the creation of a web site with more traffic than any regional travel / destination site
- Liaison with city staff and key personnel from other Mendocino County Promotional Teams

Event Producer, Endurance Rides

January 2009 - 2014

Cooley Ranch Rides and Mendocino Magic Rides

- Produce two separate endurance events (long distance horse races) annually
- Responsible for website development, entry creation, course mapping, marketing, procurement of sponsorships and awards, and hiring of caterers and veterinarians for the event
- Liaison with multiple landowners, securing permissions and necessary insurances to produce the rides
- Developed good working relationships with the staff and management of the American Endurance Ride Conference, the governing body for the sport
- Hosted sold out events for the last two years, with over 100 rider and horse teams for two and three day event weekends, grossing over \$ 40,000 in ride revenues annually

Additional Related Experience

Mendocino Coast

- **Glendeven Inn**, Innkeeper, May 2011 - Present
- **V'Canto Italian Restaurant**, Primary Investor

New York City, NY

- **Asia de Cuba Restaurant**, Front-of-House Manager
- Larry Forgione's **An American Place Restaurant**, Room Service and Catering Director
- Larry Forgione's **The Coach House**, Front-of-House Service Captain

- **26 Hudson Restaurant**, Bar Manager
- **Tennessee Mountain Restaurant**, Server
- **Sfuzzi Restaurants**, World Financial Center and Lincoln Center, Bartender

Profile

John

First Name

Kuhry

Last Name

[REDACTED]

Email Address

[REDACTED]

Street Address

[REDACTED]

City

[REDACTED]

Suite or Apt

[REDACTED]

State

[REDACTED]

Postal Code

Mailing Address (if Applicable)

[REDACTED]

[REDACTED]

Primary Phone

[REDACTED]

Alternate Phone

Which Boards would you like to apply for?

Mendocino County Tourism Commission

At Large

Which position, seat, or representational category would you prefer?

Availability to Attend Meetings

☒ Night Meetings

☒ Day Meetings

Availability to Attend Meetings (Other)

Interests & Experiences

Special Expertise, Experience, or Interest in This Area?

Current MCTC Board Chair. Previous Treasurer for Visit Mendocino County and board member of the Mendocino County Promotional Foundation. Executive Director of Economic Development non-profit, CDFI. Former General Manager of Anderson Valley Brewing Co. Current Chair of both Sonoma Mendocino Economic Development District and the Workforce Development Board.

[Kuhry Resume -
Complete 2016-09.docx](#)

Upload a Resume

Upload Additional Supporting Documents

Upload Additional Supporting Documents

Upload Additional Supporting Documents

Question applies to Mendocino County Tourism Commission.

Are you current on the collection and payment of Transient Occupancy Tax (TOT)?

Not Applicable

Question applies to Mendocino County Tourism Commission, Mendocino County Business Improvement District Advisory Board.

Do you operate or control any lodging rooms for which TOT is not collected, or are otherwise illegal?

Not Applicable

Question applies to Mendocino County Tourism Commission, Mendocino County Business Improvement District Advisory Board.

Name of all Mendocino County lodging businesses you represented:

Not Applicable

Question applies to Mendocino County Tourism Commission, Mendocino County Business Improvement District Advisory Board.

Number of rooms per named business:

Not Applicable

Question applies to Mendocino County Tourism Commission.

Have you or any representative of your business(es) served on the Board of Mendocino County Lodging Association (MCLA), Mendocino County Promotional Alliance (MCPA), Visit Mendocino County (VMC), or any other community board/commission? If yes please include the length of time that you served on the board/commission.

Not Applicable

Certification

Please read the following statements and indicate your acceptance thereof.

I hereby certify that I am a registered voter in the State of California, County of Mendocino, a citizen of the United States, and will be at least 18 years of age at the time of the next election. I am not imprisoned or on parole for the conviction of a felony. I certify under penalty of perjury, under the laws of the State of California, that the information on this application is true and correct. I understand that assuming this public responsibility could result in public knowledge of my background and/or qualifications, including financial interests. Applications will be kept on file for one year.

☒ I Agree *



MENDOCINO COUNTY BOARD OF SUPERVISORS
MENDOCINO COUNTY TOURISM COMMISSION RESUME

Name of Applicant: John Kuhry

Education and Credentials: Please provide your education and professional credentials

BA. Economics - University of California, Santa Cruz
MS Applied Economics and Finance - University of California, Santa Cruz
Economic Development Finance Professional certification - National Development Council
Leadership Mendocino Class XIX

Work Experience: Please provide your work experience

Executive Director- Economic Development and Financing Corporation
Economic Development Coordinator - Economic Development and Financing Corporation
General Manager - Anderson Valley Brewing Company
Executive Business Manager/Founder - MediCann Inc.
Beta Programs Manager - Shockwave.com
QA Lead - BARRA Inc.

Special Skills: Please provide your special skills

Managed development of projects from starting companies to developing new loan programs and products.
Extensive professional and personal contacts in the Bay Area and Sacramento.
Involved in Mendocino County Tourism and Promotion since 2007.
Managed the marketing of a well respected beer brand.
Management and production experience in festivals and tournaments (High Sierra Music Festival, Boonville Beer Festival, Boontling, Santa Cruz Blues Festival).
Part of the transition team to revitalize Visit Mendocino County into the MCTC.
I unique understanding of the Northern California Cannabis industry.

John W Kuhry

Executive Director

September 2010 to Present

Economic Development & Financing Corp. – Ukiah, CA

Took on a staff position after being on the Board of Directors for three years to expand programs of the 501(c)(3) EDFC, which is primarily a USDA Intermediary Re-lender. Started as the Economic Development Coordinator. Duties and accomplishments include:

- Successful revitalization of a floundering non-profit by increasing local funding by 54% and lending activity by 567%
- Coordinating county wide economic development efforts.
- Helping small businesses access capital and technical assistance to start and expand businesses.
- Obtained certification as a CDFI through the US Department of Treasury.
- Managing a revolving loan fund in excess of \$2M.
- Grant writing and administration. Organization awarded over \$1.5M during tenure.
- Implemented on-line loan application and underwriting system.
- Created an innovative Direct Public Offering for local investment that raised \$350K for a local wool mill.
- Awarded "Visionary Leader of 2016" by the Ukiah Chamber of Commerce.

General Manager

August 2007 to August 2010

Anderson Valley Brewing Company – Boonville, CA

Managed the day-to-day operations and finances of AVBC – an award winning craft brewery with revenues in excess of \$6 M. Worked closely with owner/founder/president, Dr. Kenneth Allen to continuously produce one of the finest quality beers in the world. Duties included directing and coaching management team, creating and implementing tracking systems, business development, and managing marketing programs.

Highlights of my tenure include:

- Oversaw record sales and production levels.
- Developed strategic partnership to implement a cutting-edge micro-bio-digester to ensure AVBC's compliance with local regulators and competitive advantage in water treatment costs.
- Implemented social-media marketing programs to better use limited marketing budget.
- Reviewed and re-wrote many of AVBC's current wholesale distribution and vendor contracts.
- Negotiated AVBC's entry into domestic markets such as Texas, Oklahoma, and Alabama and export markets such as Canada, China, Brazil and Sweden.
- Audited and streamlined financial and reporting systems to facilitate business sale.

Business & Operations Consultant

June 1997 to November 2010

Arbitrage Intelligence, Inc. – San Francisco, CA

Founded and built from start-up this boutique small-business consulting firm providing strategy, fiscal advice, reporting system implementation and financial services to startups and small businesses in the healthcare, training, software games, IT, and legal sectors.

Selected engagements include:

- | | |
|---|--|
| • Arete Center For Excellence (Personal development & transformation) | • OnPoint Analytics (Expert witness research firm) |
| • Civic Actions (IT & web solutions for non-profits) | • Quality of Life Film (Motion picture production) |
| • Financial Services Consulting Group (Company valuations) | • RealGreen Power (Clean tech energy) |
| • MidiSoft (Multimedia development company) | • Skunk Studios (Casual gaming) |
| • Northern Lights Trading Company (Retail sales and imports) | • Surfer Magazine (Online gaming) |
| | • Terminus (Consulting firm) |
| | • WiredCommute (Employee benefits) |
| | • Tuya Brewing Company |

Executive Business Director

March 2004 to December 2005

MediCann, Inc. – Oakland CA

An alternative medicine company focused on medical cannabis. Founded the company in partnership with an MD.

- Identified and managed business risks.
- Authored the business plan.
- Created, implemented, and managed the treasury, accounting, reporting, and audit systems.
- Liaison to the legal team.
- Created the company management structure.
- Oversaw the expansion from 1 clinic location to 10 locations within 3 months.
- Handled the growth of staff from 4 employees to 45 employees.
- Orchestrated the expansion of operations from under \$10K per month to upwards of \$350K monthly.
- Negotiated vendor relationships.

Vice President- Risk Analytics

June 2001 to February 2003

INDREX - San Francisco, CA

INDREX was a start-up company, which developed an online trading platform for unregistered debt-instruments.

- Company Founder.
- Co-authored business plan.
- Developed specifications for web-based risk trading.
- Created requirements documentation and use cases.
- Conducted key business research such as competition, risks, technology adaptation inertia, and funding markets.
- Analyzed and revised the business model in order to adapt to rapidly changing client and market conditions.
- Introduced and evangelized the idea of 'e-diligence' to principals and partners such as Dun & Bradstreet.
- Prepared and presented material to potential investors and partners.
- Negotiated partnerships with insurers such as Swiss RE to provide real time risk underwriting.
- Created marketing and sales forecasts.

Beta Programs Manager

February 2000 to May 2001

Shockwave.com – San Francisco, CA

Shockwave.com was an on-line media company spun off from Macromedia (now Adobe) and now a part of Viacom.

- Created strategy and developed process for offsite testing by volunteer beta testers.
- Designed and produced the ShockwaveBeta web site.
- Set up infrastructure to gather marketing information using PERL and HTML in order to pre-sell product.
- Handled client-relationship management and data processing.
- Coordinated the efforts of the production, marketing, and engineering departments to create beta programs for games to be released.
- Managed a QA team of four people.

Quality Assurance Analyst

October 1998 to January 2000

BARRA, Inc. – Berkeley, CA

BARRA Inc. was acquired by MSCI and is a leading provider of institutional analytics software for asset management.

- Used my background in finance and economics to test the flagship product, Aegis Portfolio Manager.
- Verified that portfolio optimization adhered to Optimal Portfolio Theory as well as real-world case studies.
- Led the testing effort for the Aegis Automation Assistant product; including the scheduling and allocation of resources.
- Reviewed functional specifications for the primary products and wrote specifications for the development of intra-departmental testing applications.
- End-to-end set up of testing labs for several machines, including NT and Windows 98 platforms.

- Wrote test plans.
- Educated team members on finance theory and empirical implications.

Consulting Economist

Archipelago Productions – Monterey, CA

Aug 1997 to September 1998

Archipelago Productions, a subsidiary of Harcourt Brace, developed one of the first collegiate-level, multi-media, distributed learning products.

- Subject matter expert.
- Developed curriculum.
- Developed copy from scripts to quizzes.
- Oversaw recording of voice tracks.
- Managed user interface creation.
- Handled all content licensing.

Assistant Producer

MidiSoft – Santa Cruz, CA

June 1996 to September 1996

MidiSoft developed multimedia CD-ROMs for Motion Pictures. This was a part-time job during college.

- Worked closely with the producer to create the CD-ROM for the Paramount Pictures Production, "Braveheart."
- Authored copy for content on the medieval economy.

M.S. – Applied Economics & Finance

University Of California, Santa Cruz

June 1997

B.A. - Economics

University Of California, Santa Cruz

August 1996

Economic Development Finance Professional (certification)

June 2013

National Development Council

- References available upon request -

Profile

Stuart

First Name

Marcus

Last Name

Email Address

Street Address

City

Suite or Apt

State

Postal Code

Mailing Address (if Applicable)

Primary Phone

Alternate Phone

Which Boards would you like to apply for?

Mendocino County Tourism Commission

At large

Which position, seat, or representational category would you prefer?

Availability to Attend Meetings

- ☐ Night Meetings
- ☐ Day Meetings
- ☐ Ukiah Only
- ☐ Other (Please Specify Below)

I'm flexible

Availability to Attend Meetings (Other)

Interests & Experiences

Special Expertise, Experience, or Interest in This Area?

I served approximately 12 years on the MCLA board of directors Lodging Association. I am a former chairman of MCPA when it was the primary County Tourism and promotional organization.. I am one of the founders of the Mendocino County Lodging Business Improvement District and served on the BID Advisory Board: 2 years. Have run lodging business for over 20 years. Have participated with County 931 sheriff program and could assist with marketing and Industry compliance. I am making myself available to serve as a qualified & experienced candidate for this organization to help if needed.. I am fine if another qualified person is available and selected.

Upload a Resume

[Visit_MendocinoC_Award_Stuart_Marcus.pdf](#)

Upload Additional Supporting Documents

Upload Additional Supporting Documents

Upload Additional Supporting Documents

Question applies to Mendocino County Tourism Commission.

Are you current on the collection and payment of Transient Occupancy Tax (TOT)?

YES

Question applies to Mendocino County Tourism Commission,Mendocino County Business Improvement District Advisory Board.

Do you operate or control any lodging rooms for which TOT is not collected, or are otherwise illegal?

No

Question applies to Mendocino County Tourism Commission,Mendocino County Business Improvement District Advisory Board.

Name of all Mendocino County lodging businesses you represented:

Shambhala Ranch Eco Lodge

Number of rooms per named business:

6 rooms

Question applies to Mendocino County Tourism Commission.

Have you or any representative of your business(es) served on the Board of Mendocino County Lodging Association (MCLA), Mendocino County Promotional Alliance (MCPA), Visit Mendocino County (VMC), or any other community board/commission? If yes please include the length of time that you served on the board/commission.

Mendocino County Lodging Association (MCLA): 12 years, Mendocino County Promotional Alliance (MCPA): 3 years, served as Chairman for almost 2 years. I am one of the founders of the Mendocino County Lodging Business Improvement District and served on the BID Advisory Board: 2 years, Nature tourism council: 3 years, REA (Redwood Empire Association) now North Coast Tourism Council, represented Mendocino County on this muliti-County Commission.

Certification

Please read the following statements and indicate your acceptance thereof.

I hereby certify that I am a registered voter in the State of California, County of Mendocino, a citizen of the United States, and will be at least 18 years of age at the time of the next election. I am not imprisoned or on parole for the conviction of a felony. I certify under penalty of perjury, under the laws of the State of California, that the information on this application is true and correct. I understand that assuming this public responsibility could result in public knowledge of my background and/or qualifications, including financial interests. Applications will be kept on file for one year.

☒ I Agree *



MENDOCINO COUNTY BOARD OF SUPERVISORS

MENDOCINO COUNTY TOURISM COMMISSION RESUME

Stuart Marcus

Name of Applicant: _____

Education and Credentials: Please provide your education and professional credentials

High School Graduate.

BA Scientific Psychology, San Francisco State University.

1 class short of an additional BA in Philosophy & Comparative Religion (transferred to UC Berkeley).

Minor Degrees: Physics, Computer Science, Holistic Health and Human Sexuality.

Uncompleted Doctoral Program in Cognitive Sciences at UC Berkeley. (Multidisciplinary program which included: Cognitive Psychology, Artificial Intelligence & Computer Science, Linguistics, Philosophy).

Private study of nutraceutical medicine.

Studied advanced cannabis horticulture Graduate Oaksterdam University

+

Work Experience: Please provide your work experience

Worked in Family wholesale electrical and sign manufacturing supply business.

Owned and managed with wife a large full service Salon near Union Square in San Francisco.

Own and manage Shambhala Ranch Eco Lodge Retreat Center located in Mendocino County since 1993 which also includes Agriculture and cultivation.

Extensive Real Estate Income property experience: Own, manage, purchased, resold, expedited 1031 exchanges & remodeled various commercial and residential apartment real estate properties. Currently own and manage several apartment properties and Town Center building including US Post Office. Acted as General Contractor and remodelled real estate income properties.

Currently close to completion of restoration (as owner builder) of a historic apartment building (110 years old) in the historic district of the oldest town in the State of Washington.

Board member for over 13 years and chaired Mendocino County organizations, organized Countywide facilitations and think tanks.

Special Skills: Please provide your special skills

Innkeeping, promotion, marketing & distribution, internet marketing, writing & photography, real estate investment, farming and cultivation, computer skills, legal skills, negotiations, facilitations, negotiating and producing leases, real estate sales and loans. Experienced Board of Directors member, negotiation. Remodeling and construction: electrical, plumbing, installation alternative solar electric power systems, permits, etc.

I feel I can assist with negotiating and bridging differing interests. I know almost all of the current members of the MCTC board. I offer myself if there is a need for my skills and experience to support our community.

Mendocino County Economic Development:

Member Mendocino County Lodging Association (MCLA) board of directors since 2002 until about 2012. Chairman Mendocino County Promotional Alliance (MCPA) for two years during difficult transition (before Visit Mendocino), Chair MCPA Government Affairs Committee.

Organized countywide facilitation in 2004 involving MCPA, MCLA, Coast, Inland & wine industry. Organized first Business Improvement District (BID) think-tank that led to current BID (both events took place at our facility, Shambhala Ranch).

Represented Mendocino County for 3-4 years on REA (Redwood Empire Association, a State organization) board (which was replaced by the North Coast Tourism Council), founding member Mendocino County Nature Tourism Coalition (now defunct), former member City of Ukiah TOT (Transient Occupancy Tax) committee.

Appointed by County Board of Supervisors to BID Advisory Board in 2012.

STUART MARCUS

THE TRAVEL AND TOURISM COMMUNITY OF
MENDOCINO COUNTY THANKS YOU FOR YOUR YEARS
OF LEADERSHIP, PASSION AND DEDICATION
WE COULDN'T HAVE DONE IT WITHOUT YOU!



Profile

raakesh

First Name

patel

Last Name

Email Address

Street Address

City

Suite or Apt

State

Postal Code

Mailing Address (if Applicable)

Primary Phone

Alternate Phone

Which Boards would you like to apply for?

Mendocino County Tourism Commission

at large

Which position, seat, or representational category would you prefer?

Availability to Attend Meetings

- ☒ Night Meetings
- ☒ Day Meetings
- ☒ Ukiah Only

Availability to Attend Meetings (Other)

Interests & Experiences

Special Expertise, Experience, or Interest in This Area?

In lodging industry from last 17 years. Own and operate two Unique lodging property's in Mendocino county. 1. Super 8 Ukiah - received many awards and accolades for sustainable green practices. President Obama's building for better business showcase property. 5 consecutive Energy Star certified hotel. Tripadvisor's Platinum Green Leader Hotel. 2. Discovery Inn & WingStop Restaurant. - mendocino county's Largest and one of the oldest lodging establishment. In IT business from last 10 years. Owner or full service marketing company. (Provide wide range of IT solutions to Lodging industry).

Upload a Resume



Upload Additional Supporting Documents

Upload Additional Supporting Documents

Upload Additional Supporting Documents

Question applies to Mendocino County Tourism Commission.

Are you current on the collection and payment of Transient Occupancy Tax (TOT)?

no

Question applies to Mendocino County Tourism Commission, Mendocino County Business Improvement District Advisory Board.

Do you operate or control any lodging rooms for which TOT is not collected, or are otherwise illegal?

no

Question applies to Mendocino County Tourism Commission, Mendocino County Business Improvement District Advisory Board.

Name of all Mendocino County lodging businesses you represented:

Super 8 Ukiah Discovery Inn Ukiah

Question applies to Mendocino County Tourism Commission, Mendocino County Business Improvement District Advisory Board.

Number of rooms per named business:

Super 8 Ukiah - 56 Discovery Inn Ukiah - 177

Question applies to Mendocino County Tourism Commission.

Have you or any representative of your business(es) served on the Board of Mendocino County Lodging Association (MCLA), Mendocino County Promotional Alliance (MCPA), Visit Mendocino County (VMC), or any other community board/commission? If yes please include the length of time that you served on the board/commission.

MCLA - 5 years

Certification

Please read the following statements and indicate your acceptance thereof.

I hereby certify that I am a registered voter in the State of California, County of Mendocino, a citizen of the United States, and will be at least 18 years of age at the time of the next election. I am not imprisoned or on parole for the conviction of a felony. I certify under penalty of perjury, under the laws of the State of California, that the information on this application is true and correct. I understand that assuming this public responsibility could result in public knowledge of my background and/or qualifications, including financial interests. Applications will be kept on file for one year.

☒ I Agree *



MENDOCINO COUNTY BOARD OF SUPERVISORS
MENDOCINO COUNTY TOURISM COMMISSION RESUME

17 JAN 20 PM 12 05

EXECUTIVE OFFICE

PERMITS

Name of Applicant: DAARISH MARIAN PATEL

Education and Credentials: Please provide your education and professional credentials

COMMERCIAL ACCOUNTS WITH ECONOMICS, DIPLOMA IN COMPUTER TECHNOLOGY

Work Experience: Please provide your work experience

IN Lodging Industry from last 17 years. STAYED IN COMMUNIST OHIO, MOVED TO UKIAH IN 2005. MANAGED & OWNED MULTIPLE FRANCHISES & INDEPENDENT PROPERTY. ALSO OWNED IT COMPANY & PROVIDED WEB DESIGN / SEO / PPC / ADVERTISING / SOCIAL MEDIA MARKETING SERVICES TO HOTELS & RESTAURANTS. INDUSTRY. BEFORE MOVED TO USA USED TO WORK IN CALL CENTER & COMPUTER HARDWARE INDUSTRY IN SOUTH AFRICA

Special Skills: Please provide your special skills

WON MANY AWARDS, ACHIEVEMENTS & RECOGNITION FOR GREEN SUSTAINABLE INITIATIVES FOR LODGING INDUSTRY - SUPER 8 UKIAH IS THE GREENEST SUPER 8 IN WYNDHAM HOTEL GROUP. SUPER 8 UKIAH WAS ALSO A PART OF PRESTIGIOUS ORAMAT'S BUILDING FOR BETTER BUSINESS SHOWCASE. TRIPADVISOR.COM'S PLATINUM GREEN LEAF HOTEL, ALSO 5 CONSECUTIVE YEARS ENERGY STAR HOTEL.

ALSO SERVES ON SUPER 8 WOMEN'S FRANCHISE ADVISORY BOARD, WYNDHAM GREEN ADVISORY BOARD.

TESLA MOTORS INITIATED THEIR FIRST DESTINATION CHARGING @ OUR SUPER 8 HOTEL IN UKIAH.

Geoff Ballotti, Owner
Super 8 Motel, California
Wyndham Hotel Group Franchisee
Advisory Board Member

WHY DO SO MANY FRANCHISEES CHOOSE THE WORLD'S LARGEST HOTEL FAMILY?

"Wyndham Hotel Group has truly helped me become the owner I am today. From the first day of training I knew that I had made the right choice and I have never looked back. Wyndham Hotel Group has rewarded my hard work and supported me all the way. They embraced my personal vision for a greener hotel, and helped me realize green initiatives such as on-site electric car charging. This has allowed me to attract customers I would not otherwise have while delivering savings to my bottom line. Every department, from legal to procurement, is accessible, responsive and supportive. With Wyndham Hotel Group my business continues to grow and my future feels safer."

Geoff Ballotti

Green Business Bureau Platinum Certified
Member of Green Business Bureau
Member of Green Business Bureau
Member of Green Business Bureau

Green Star Certified, Green Star Award
Member of Green Business Bureau
Member of Green Business Bureau
Member of Green Business Bureau

Responsible Green Certified, Green Star Award
Member of Green Business Bureau
Member of Green Business Bureau
Member of Green Business Bureau

STATEMENT FROM GEOFF BALLOTTI, PRESIDENT & CEO, WYNDHAM HOTEL GROUP



At Wyndham Hotel Group, a tenet of our core values is to always do the right thing. While this commitment is multi-faceted, participating in and truly embracing the endeavors of the Wyndham Green program is one of the primary ways we show our commitment. In conjunction with diversity, philanthropy, human rights, and supporting a healthy workplace, we view Wyndham Green as part of our overall corporate social responsibility efforts as we continue growing in communities around the world.

In concert with our parent company, Wyndham Worldwide, and in partnership with the Wyndham Green program, we create and develop sustainable practices with a focus on delivering "triple bottom line" results for our people, planet and profits. Wyndham Green works to drive leadership in the industry, encourage engagement among our key stakeholders and provide the mechanism to turn innovative ideas into achievable results.

In 2013, Wyndham Worldwide reduced the carbon emissions of owned, managed and leased assets by 12%, and water by 16%, and 25% of our \$2.5B supply chain spend, meeting our Wyndham Green requirements. Wyndham Worldwide's goal is a further 20% reduction in emissions by 2020. We also provide guidelines and resources to help our franchisees meet the growing demands of our green customers, partners and guests.

WYNDHAM GREEN



For further information call (888) 223-4675 or visit us at www.whgdevelopment.com

WYNDHAM HOTEL GROUP



Profile

Robin

First Name

Collier

Last Name

[REDACTED]

Email Address

[REDACTED]

Street Address

[REDACTED]

City

[REDACTED]

Suite or Apt

[REDACTED]

State

[REDACTED]

Postal Code

Mailing Address (if Applicable)

[REDACTED]

[REDACTED]

Primary Phone

[REDACTED]

Alternate Phone

Which Boards would you like to apply for?

Mendocino County Tourism Commission, Workforce Development Board

Any

Which position, seat, or representational category would you prefer?

Availability to Attend Meetings

☒ Night Meetings

☒ Day Meetings

Availability to Attend Meetings (Other)

Interests & Experiences

Special Expertise, Experience, or Interest in This Area?

Entrepreneur in Mendocino County from 1982-Present Cheesecake Lady, Cheesecake Momma

[Resume_newest.docx](#)

Upload a Resume

Upload Additional Supporting Documents

Upload Additional Supporting Documents

Upload Additional Supporting Documents

Question applies to Mendocino County Tourism Commission.

Are you current on the collection and payment of Transient Occupancy Tax (TOT)?

N/A

Question applies to Mendocino County Tourism Commission,Mendocino County Business Improvement District Advisory Board.

Do you operate or control any lodging rooms for which TOT is not collected, or are otherwise illegal?

No

Question applies to Mendocino County Tourism Commission,Mendocino County Business Improvement District Advisory Board.

Name of all Mendocino County lodging businesses you represented:

N/A

Question applies to Mendocino County Tourism Commission,Mendocino County Business Improvement District Advisory Board.

Number of rooms per named business:

N/A

Question applies to Mendocino County Tourism Commission.

Have you or any representative of your business(es) served on the Board of Mendocino County Lodging Association (MCLA), Mendocino County Promotional Alliance (MCPA), Visit Mendocino County (VMC), or any other community board/commission? If yes please include the length of time that you served on the board/commission.

NO

Certification

Please read the following statements and indicate your acceptance thereof.

I hereby certify that I am a registered voter in the State of California, County of Mendocino, a citizen of the United States, and will be at least 18 years of age at the time of the next election. I am not imprisoned or on parole for the conviction of a felony. I certify under penalty of perjury, under the laws of the State of California, that the information on this application is true and correct. I understand that assuming this public responsibility could result in public knowledge of my background and/or qualifications, including financial interests. Applications will be kept on file for one year.

☒ I Agree *

To the Mendocino County Board of Supervisors,

I am unable to attend the BOS session in which you will be conducting interviews with the applicants for the two open seats on the Tourism Commission. I am Robin Collier, and I am applying for the Food and Beverage vacancy on the Board.

I apologize for being unavailable, as I had plans made a long time ago to go back to Philadelphia and see my 94 year old Mother. I hope this letter, along with my application and resume can suffice.

As a business owner in Mendocino County for over 30 years, I have a deep, holistic understanding of the beauty, potential and treasures, both geographical and our citizens, of Mendocino County. I have been around to watch the fabric of our County integrate the many diversities represented here both in political perspectives and again, through our Citizenry. I would very much like to be a part of driving the vision that the Tourism Commission has mandated to its' fruition. I feel that I have many gifts and skills to bring to this process and would appreciate your vote of confidence.

I grew up in a suburb of Philadelphia, PA where I attended and graduated Cheltenham High School. I then attended Temple University. I dropped out 12 credits short of graduation in order to take the job of Director of Communications for a wholesale travel agency called Arthur's Travel. I stayed with Arthur's Travel working also in the roles of Project Manager and Flight Controller. This experience proved invaluable to hone my customer service expertise, my ability to articulate a message to both internal personnel and travel consumers, to target and market to specific groups of people who use wholesale travel as opposed to individually planned travel arrangements.

While still in Philadelphia, I started a Bakery called You Take the Cake. It was during this tenure that my cheesecake won "Best" in Philly Magazine.

I moved to Northern California to Ukiah specifically in 1982 where I started Cheesecake Lady, selling multiple desserts, wholesale, all over Northern California and retail, through my shop in Hopland where I was written up in the New York Food Section.

After selling Cheesecake Lady and honoring my non-compete, I started Cheesecake Momma. As Cheesecake Momma, I converted my Northern California sales and reputation and made it nationwide. I created the first 100% Organically Certified cheesecake in the United States. I employed over 25 people to sustain a vision of selling from Coast to Coast while bringing revenue and jobs to Mendocino County. I did all the sales for my company, over one million dollars in sales for consecutive years, while designing packaging, advertising, marketing strategies, and public relations.

I believe I have the communication skills, the experience, the understanding of what it takes to bring visitors here, the vision and the creative savvy for this Board position.

Thank You for your consideration.

Sincerely,
Ms. Robin Collier

Robin Collier

SUMMARY OF QUALIFICATIONS

- Over 30 years experience overseeing all aspects of project management from conceptualization through completion.
- Ability to understand and work within project guidelines and goals, with a focus on adherence to safety protocols as well as personal and project integrity.

EXPERIENCE

Earls Enterprises-Private Business Consultant, Ukiah, CA

Owner/Consultant, 2011-present

- Consult with business owners and start-ups about the process of growing their business.
- Conceptualized and presented countywide plan for joint, cooperative transportation hub to support efficient and affordable transport of Mendocino County products to market.

Mendocino County Tomorrow, Ukiah, CA

Director, 2008-2011

- Directed a non-profit community organization focused on passage of a county ballot measure.
- Acted as a liaison between Mendocino County tomorrow, the local community and the National Corporation standing to gain directly from passage of initiative.
- Conducted press interviews, shaped corporate message, reported to the non-profit board, and supervised 50 volunteers.
- Researched and strategized procedures in order to garner votes for a land use proposition.

Cheesecake Momma, Ukiah, CA

Owner/Operator, 1997-2009

- Established a national cheesecake line resulting in over \$1 million in annual sales.
- Operated two retail cafes in addition to managing a wholesale product line with 25 employees.
- Negotiated all contracts and logistics with national product distribution firms.
- Sourced and ordered all ingredients, products, and packaging.
- Conceptualized public relations and marketing for trade show participation
- Ensured compliance with food safety regulations, worker safety guidelines, and adherence to public health protocols.
- Responsible for hiring, training, supervising, and, when necessary, terminating a staff of over 30.
- Managed accounts payables and receivables and non-profit budgeting.
- Conducted all product sales, company payroll, and workers compensation insurance and claims.
- Interfaced with the public, governmental agencies, and service representatives.
- Lead research and development for all product lines.
- Focused on public relations resulting in the company's feature in the New York Times.
- Created the first organic cheesecake production line in the United States.
- Created through collaboration website, marketing, advertising and packaging.

Green Party Gubernatorial Race Ukiah, CA

Campaign Manager, 1997-1998

- Managed the campaign for the 1997-98 Green Party gubernatorial candidate, Dan Hamburg.
- Hired and managed campaign staff, coordinated candidate's schedule and oversaw day-to-day operations.
- Provided input on candidate platform, as well as the marketing and thematic material.

Page 2 Robin Collier

- Responsible for creating and managing the campaign budget.
- Organized, conducted, and analyzed political polls and surveys.

A Wing and A Prayer, Ukiah, CA

Owner/Consultant, 1992-1997

- Consulted with small business owners about the process of growing their business.

Cheesecake Lady, Hopland, CA

Owner/Operator, 1982-1991

- Responsible for production schedules and efficiencies for national cheesecake production company.
- Created advertising, layout, logo and marketing model.
- Designed sales materials, brochures, signage, sampling program, and business marketing plan.
- Conceptualized public relations and marketing for trade show participation.
- Operated a retail dessert cafe in addition to managing a wholesale product line.
- Sourced and ordered all ingredients, products, and packaging.
- Developed production line policies and procedures.
- Hired, trained, and supervised entire staff and terminated employees when necessary.

INTERESTS

Traveling outside the US, stained glass, cooking, baking and photography.



MENDOCINO COUNTY BOARD OF SUPERVISORS
APPOINTMENT OF INTEREST APPLICATION

2016 NOV 30 PM 2 03

COMMITTEE NAME MC Tourism Commission

Date 11/28/16

Representational Category At Large

NAME John Dixon

PHONE _____

ADDRESS (as used in voter registration) _____

ADDRESS (mailing) _____

EMAIL _____

AVAILABILITY TO ATTEND MEETINGS:

Night Meetings Yes

Day Meetings Yes

Ukiah Only _____

Other Flexible

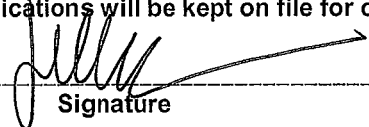
Special Expertise, Experience or Interest in This Area:

Working knowledge of the BID sources, purpose, and funds management. Master Degree in Business Administration, entrepreneur, property owner / landlord, marketing background, and current owner/operator of two inns and one vacation rental in the County.

I hereby certify that I am a registered voter in the State of California, County of Mendocino, a citizen of the United States, and will be at least 18 years of age at the time of the next election. I am not imprisoned or on parole for the conviction of a felony. I certify under penalty of perjury, under the laws of the State of California, that the information on this application is true and correct.

I understand that assuming this public responsibility could result in public knowledge of my background and/or qualifications, including financial interests.

Applications will be kept on file for one year.


Signature

Dated 11/28/16

Date Appointed: _____

Term _____

Return completed application to:
The Mendocino County Clerk of the Board's Office
501 Low Gap Road, Room 1010
Ukiah, CA 95482
or Fax to (707) 463-7237



MENDOCINO COUNTY BOARD OF SUPERVISORS
MENDOCINO COUNTY TOURISM COMMISSION RESUME

Name of Applicant: John Dixon

Education and Credentials: Please provide your education and professional credentials

BA, CSU Long Beach

MBA, Claremont Graduate School, Academic Scholarship Recipient, President of International Business Association

Served on Mendocino County Lodging Association & Promotional Alliance Boards, currently serve on Mendocino Community Foundation Board, President of \$1.5M annual budget Arts organization in Los Angeles.

Work Experience: Please provide your work experience

Own and operate Glendeven Inn Mendocino, the Inn at the Cobbler's Walk, and the Beach Trail Cottage vacation rental in Little River CA since 2007.

1998 to 2007 President and CEO of Dixon Multimedia, Los Angeles. Business sold.

Special Skills: Please provide your special skills

Working knowledge of the BID source, use and purpose. Business management, marketing, and budgetary skills. Strong belief in management by subjective, measurable goals and objectives.



**MENDOCINO COUNTY BOARD OF SUPERVISORS MENDOCINO
COUNTY TOURISM COMMISSION QUESTIONNAIRE**

Name of Applicant: John Dixon

Are you current on the collection and payment of Transient Occupancy Tax (TOT)? Yes

Do you operate or control any lodging rooms for which TOT is not collected, or are otherwise illegal?

No

Name of all Mendocino County lodging businesses you represented:

Glendeven Inn Mendocino

The Inn at the Cobbler's Walk Mendocino

The Beach Trail Cottage, Vacation Rental in Little River

Number of rooms per named business:

Glendeven Inn Mendocino 10

The Inn at the Cobbler's Walk Mendocino 10

The Beach Trail Cottage 1

Have you or any representative of your business(es) served on the Board of Mendocino County Lodging Association (MCLA), Mendocino County Promotional Alliance (MCPA), Visit Mendocino County (VMC), or any other community board/commission? If yes please include the length of time that you served on the board/commission.

MCLA 5 years

MCPA 3 years

VMC 1 year